REQUEST FOR PROPOSAL
Addendum # 1

DATE ISSUED: January 18, 2006

RFP Title:	**Regional Recycling Education Campaign**
Requesting Dept./ Div.:	**King County Department of Natural Resources & parks – Solid Waste Division**
RFP Number:	**101-06CMB**
Due Date:	**January 26, 2006 - 2:00 P.M.**
Buyer:	Cathy M. Betts, *cathy.betts@metrokc.gov* (206) 263-4267

This addendum is issued to revise the original Request for Proposal, dated January 5, 2006 as follows:

1. The proposal opening date remains the same: Thursday, January 26, 2006 no later than 2:00 p.m. exactly.

2. The sign in sheet from the January 17, 2006 pre-proposal conference is available by contacting Cathy Betts at *cathy.betts@metrokc.gov*. Please include your FAX number,

The following information items were discussed at the pre-proposal conference:

Regarding information/references contained in Section II, Part 3, Task 1, work Products, #1:

WRR surveys – See web site *www.metrokc.gov/dnrp/swd/about/documents/KC_WRR_Report-2005.pdf*

Environmental Behavior Index 2005 – See Addendum Attachment A (this will be included in e-mailed versions of the Addendum and also be available at the County's website. If you wish to receive one directly, please contact the buyer noted above).

Various additional reports listed in the RFP document – An e-mail with these reports will be sent to attendees of the pre-proposal conference. As noted previously, please contact the buyer directly if you wish to receive this material.

SUBMITTERS MUST COMPLETE AND SIGN THE FORM BELOW (TYPE OR PRINT)

Company Name		
Address	City/State/Zip Code	
Signature	Printed Name of Authorized Representative / Title	
E-mail	Phone	Fax

This Request for Proposal will be provided in alternative formats such as Braille, large print, audio cassette or computer disk for individuals with disabilities upon request.

If you received or downloaded this document in .pdf format, a MS Word copy may be obtained by contacting the buyer listed above. This MS Word document will be transmitted by e-mail.

Section II, Part 3, Task 1, Work Products, #2: Clarification: This relates to recruiting and surveying a number of families in King County, in their homes, to determine barriers to recycling. (Note: this work product says "as necessary").

Section II, Part 4.B.2, Sixth Bullet changed to read:
- Cost Estimates: Provide a detailed cost estimate for the program and projects described in the RFP by project, task and subtask, showing number of hours and hourly rates for each team member, labor rate categories (if they apply), overhead and profit by person and or by firm. Please note that direct expenses will be reimbursed at cost. The Division prohibits mark-up on direct costs.

KING COUNTY ENVIRONMENTAL BEHAVIOR INDEX

First Measurement: April/May 2005

Summary Report

July 2005

For:

King County Department of Natural Resources and Parks

Presented by:

Social Marketing Services, Inc. and Gilmore Research

KING COUNTY ENVIRONMENTAL BEHAVIOR INDEX
First Measurement: April/May 2005

Table of Contents

1.0   BACKGROUND AND PURPOSE OF STUDY

The King County Environmental Behavior Index (EBI) measures and reports on the adoption levels of key environmental behaviors promoted to households in King County by the Department of Natural Resources and Parks (DNRP).   It is envisioned to support several important and ongoing management efforts:

1. *Resource Allocation*, by identifying key behaviors that represent the greatest opportunities for growth (for example many households are thinking about doing this behavior or are doing it only some, but not all, of the time)

2. *Program Planning and Communications,* by profiling the demographics, geographics, attitudes and related behaviors of these markets (households) of greatest opportunity, enabling the development of more targeted, effective and efficient strategies, ones more likely to influence behavior change

3. *Evaluation*, by tracking (overtime) changes in household behaviors and intentions related to program efforts

In this first measurement, 1001 randomly selected respondents in King County took part in a telephone survey and reported on their household's behaviors related to:

- yard care,
- recycling,
- disposal, and
- environmentally friendly purchasing.

Twenty-nine key environmental behaviors that the DNRP attempts to influence through its programs were identified. For each of the 29 behaviors, program managers established criteria that would define desired behaviors, ones that have been promoted by DNRP. Respondents were asked a series of questions that resulted in their household being categorized, for each behavior, as one of the following:

> **Bright Green**: Do the desired behavior all or most of the time
> **Light Green**: Do the desired behavior only some of the time
> **Yellow**: Do not do the desired behavior but have thought about it
> **Brown**: Do not do the desired behavior and are not considering it
> **Gray**: Don't know about the behavior or what their household is doing
> **White:** Does not apply (e.g. don't have a yard or lawn)

As will be elaborated on in this report, the *light greens* and *yellows* represent the markets of greatest opportunity for increasing the total number of households engaged in the desired behavior. If they are *light green*, they at least know how and perhaps want to do the behavior. They just need to be encouraged to do more. If they are *yellow,* they are indicating they at least have some interest in engagement and King County programs can then explore what barriers need to be dealt with and what motivators need to be highlighted that might influence their participation. An additional market opportunity for some behaviors are those that have been labeled "Gray." These segments may be willing to consider or participate in the behavior if they knew more about it (for example, 11% of respondents indicate they do not know what

type of lawn fertilizer they are using). They would be given consideration for targeting if the market size is around 10% or more. Less than this, would not justify significant resources.

In order to provide rich profiles of households in each of these groups that can be used for program planning and communications, additional questions were asked regarding: household demographics; geographics (whether live in Seattle, some other city in the county or in unincorporated King County); type of residence; homeownership; whether have a lawn/yard; involvement in government; and transportation mode for commuters.

The twenty-nine behaviors that were measured in this survey are listed below, grouped in categories representing household activities with criteria for desired behavior provided where applicable:

	YARD CARE
1.	Proper disposal of grass clippings: Grass cycle/leave on the lawn; compost/put on plants; yard waste containers; take to private drop box; recycle at transfer station/dump
2.	Avoidance of purchase of invasive plants
3.	Proper disposal of yard waste other than grass clippings Compost/put on plants on the property; put through chipper for mulch; yard waste container; take to a private drop box; take to special recycling services or events; recycle at a transfer station/the dump
4.	Removal of invasive plants and weeds
5.	Proper watering of lawn Do not water grass, even in dry summer months; when do water, water deeply, but only once a week or less
6.	Proper treatment of trees and shrubs for insects/diseases If treated, only use natural organic solutions
7.	Use of compost on lawn or gardens at least once a year
8.	Reducing size of lawn by half or more than half
9.	Proper fertilizing of lawn Fertilize lawn and only use a natural organic or slow release
10.	Restoring or planting of native vegetation on property
	RECYCLING AND DISPOSAL
11.	Use of recycle container(s) at home
12.	Proper disposal of feminine hygiene products (not in toilet)
13.	Proper disposal of latex or water based plants, stains, sealers Take to hazardous waste collection site; take to special recycling services or events; use it up, never have any leftover; give it away to someone who will use it up; let it dry out and then put in garbage/trash
14.	Proper disposal of oil based paints or stains Take to hazardous waste collection site; take to special recycling services or events; use it up, never have any leftover; give it away to someone who will use it up

15.	Proper disposal of kitchen grease In the household garbage/trash; take to trash transfer station/dump
16.	Proper disposal of unwanted electronics: Take to electronics store/collection center, computer repair or resale shop, special recycling services or events; mail/take back to the manufacturer for recycling; put it with regular recycling pick-up; sell it donate it or give it away;
17.	Proper disposal of leftover/unused hazardous products Take to hazardous waste collection site; take to special recycling services or events; use it up, never have any leftover; give it away to someone who will use it up
18.	Proper disposal of condoms (not in toilet)
19.	Proper disposal of food waste Compost at home/compost pile, food cone, bury, worm bin; yard waste containers for curbside collection; in the garbage disposal; feed to pet, livestock or birds
20.	Proper disposal of prescription drugs/medications Household garbage/trash; Return to pharmacist or try to
21.	Proper disposal of CFL & tubes Take to hazardous waste collection site, special recycling services or events or back to store
PURCHASING	
22.	Choosing latex or water based paints, stains, sealers
23.	Choosing less toxic household cleaning products
24.	Proper washing of car (commercial car wash or on lawn with natural soap)
25.	Presence of low-flow toilet in home
26.	Consideration of environmental impact on purchase
27.	Use of energy saving light bulbs
28.	Patronizing EnviroStars
29.	Giving "experience" gift to reduce waste

2.0   METHODOLOGY-

A telephone survey of 1001 King County residents was conducted between April 14, 2005 and May 19, 2005.   Respondents for the study were screened to be adults who either are the most responsible or share in the responsibility for their household and or yard maintenance. This was a Random Digit Dial (RDD) sample of all possible King County households. This sample was bought from Genesys, a branch of the Marketing Systems Group, which is a highly respected sampling house used for many of our government studies.

Because an adequate representation of three specific segments of the County was desired (Seattle, Unincorporated King County, and Incorporated King County other than Seattle), geographic quotas were set. Of the 1001 completed interviews, 300 of them occurred with Seattle residents, 500, with residents in other incorporated areas of the county, and 201 in Unincorporated King County. These areas were determined by information derived from the zip code maps on the King County GIS site as well as from a list of exclusive Unincorporated King County zip codes provided by the Department of Natural Resources and Parks. Because many zip codes included both unincorporated and incorporated areas, respondents from these zip codes were asked if they lived in unincorporated or incorporated King County.

Each potential respondent was called six or more times during varying times of the day and week to encourage reaching the harder to reach segments. Specifically, households were called between 4:00 and 9:00PM weekdays, weekends, and at least one weekday daytime attempt was also made. If respondents were too busy to take the survey, callbacks were arranged for a more convenient time for them to take part in the survey. This calling methodology resulted in a CASRO cooperation rate of 34%. ("CASRO" is the Council of American Survey Research Organizations, the professional organization that sets the standards and code of ethics and helps determine best practices for marketing research firms.) Average length of the survey was just over 19 minutes and varied by the number of questions respondents were eligible to answer. A complete disposition of sample may be found in the Appendix of this report. The margin of error for 1000 completed interviews at the $95^{\%}$ Confidence Level is $\pm$ 3.09%. As sample sizes decrease the margin or error increases, thus the margin of error will be a little greater for subgroups. For a sample size of 500, the margin of error is $\pm$ 4.38%, for 300 it is $\pm$ 5.6% and for a sample size of 200 it is $\pm$ 6.9%.

In comparing the respondents in this survey to King County adult residents as a whole, we found that these respondents tended more often to be female, be somewhat older, and therefore more likely to have children under 18, a higher education level and a higher household income. Given the screening requirements for responsibility in household maintenance and yard decisions, and given the younger demographic group (18-24 year-olds) often would either not be that person in the household or would not yet have set up their own households, this final demographic profile is not surprising. As gender and education were two demographics that could be weighted using 2000 King County census data, weights were calculated based on the Census education by gender and when those weights were applied to the raw data, the final weighted data more closely mirror the actual adult population of King County. Please see Appendix. 6.3.

3.0   SUMMARY FINDINGS

3.1   Overall Rankings

As shown in the table and charts below, the 29 behaviors have been grouped by household activity categories (Yard Care, Recycling/Disposal and Purchasing) and an average "greenness" score has been calculated for each category.

In interpreting these numbers, and these scores, it is important to understand that these numbers do not represent the percent of households engaged in all the behaviors for that category. They represent the average percent of households engaged in each behavior. For example, for Recycling/Disposal "60%" is the average percentage of households engaged in the eleven behaviors, ranging from 6% bright green for "Restoring or Planning of Native Vegetation On Property" to 83% who "Properly Disposed of Grass Clippings" It does not mean that 60% of households engage in all of the eleven behaviors in that category.

It should also be noted that sample sizes varied for each of the 29 behaviors, as some households were not asked some questions (for example, yard care questions were obviously not asked for those with no yards or gardens). This variation is important when considering sampling error ranges for percentages.

Overall, households appear to be the "greenest" in their recycling and disposal behaviors, followed by their yard care behaviors. Purchasing has the most (on average) "Gray" households, only because many households (67%) said they were unaware of EnviroStar businesses.

AVERAGE GREENNESS SCORE BY ACTIVITY CATEGORY

ACTIVITY	BRIGHT GREEN	LIGHT GREEN	YELLOW	BROWN	GRAY
Recycling/Disposal (11 Behaviors)	60%	6%	12%	20%	3%
Yard Care[1] (10 Behaviors)	50%	15%	9%	24%	3%
Purchasing (8 Behaviors)	39%	19%	8%	25%	10%

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[1] Only asked of households with a yard or garden

3.2   Rankings for Yard Care

On the following page, bar charts show levels of "greenness" for each of the 10 Yard Care behaviors measured.

As indicated below, households are "greenest" in *proper disposal of grass clippings and yard waste* and in *avoiding purchase of invasive plants.* A majority also say they are *removing invasive plants*, *properly watering their lawn* and *properly treating their trees and shrubs for insects and diseases.* What they don't appear to be doing as regularly is *using compost on lawns or gardens, reducing the size of their lawn, properly fertilizing their lawn,* or *restoring or planting native vegetation on their property.*
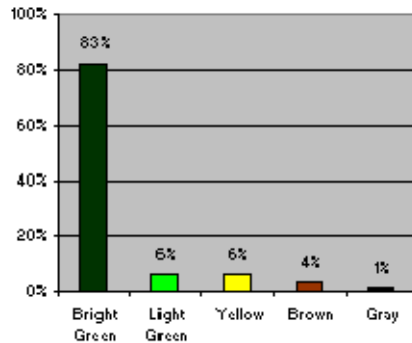
YARD CARE: RANKING BY BRIGHT GREEN	Bright Green
Proper disposal of grass clippings	83%
Avoidance of purchase of invasive plants	77%
Disposal of yard waste other than grass clippings	75%
Removal of invasive plants and weeds	68%
Proper watering of lawn	67%
Proper treatment of trees and shrubs for insects/diseases	66%
Use of compost on lawn or gardens	32%
Reducing size of lawn	12%
Proper fertilizing of lawn	11%
Restoring or planting of native vegetation on property	6%

As noted earlier, of significant interest for focus are behaviors that households are engaged in, but not on a regular basis (Light Green) or are not engaged in at all but have been considering it (Yellow). Based on theories of product life cycle and increased market share, we can consider behaviors where at least 20% of households are light green or yellow as those with opportunity for growth. The most market opportunity is with *reducing the size of lawns.* A third of households appear to be open to *restoring or planting native vegetation* and more than a fifth, to *properly fertilizing their lawn, using compost, removing invasive plants and weeds, properly watering their lawn* and *properly treating trees and shrubs for insects/diseases.*

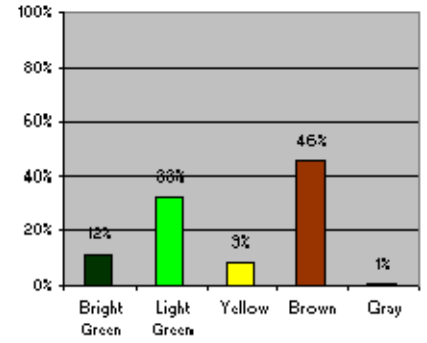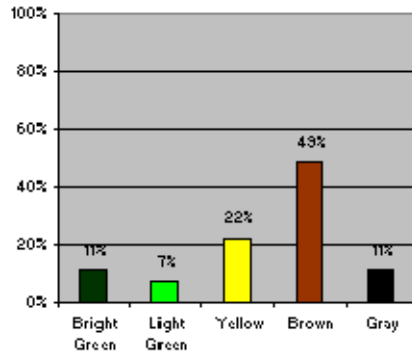| YARD CARE: RANKING BY LIGHT GREEN OR YELLOW	Light Green Or Yellow
Reducing size of lawn	42%
Restoring or planting of native vegetation on property	33%
Proper fertilizing of lawn	29%
Use of compost on lawn or gardens	26%
Removal of invasive plants and weeds	23%
Proper watering of lawn	21%
Proper treatment of trees and shrubs for insects/diseases	20%
Disposal of yard waste other than grass clippings	15%
Disposal of grass clippings	12%
Avoidance of purchase of invasive plants	12%

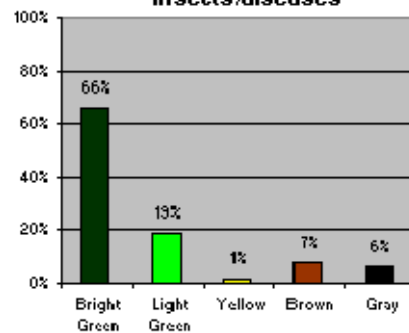# 3.2 Yard Care

Q6 - Disposal of grass clippings
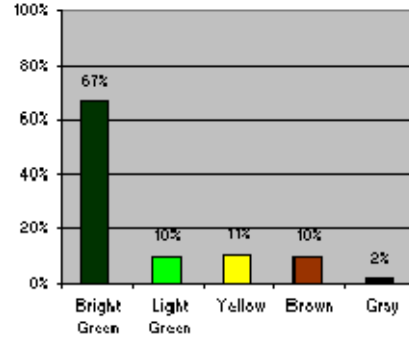
Category	Value
Bright Green	83%
Light Green	6%
Yellow	6%
Brown	4%
Gray	1%

Q7 - Proper Watering of Lawn

Category	Value
Bright Green	67%
Light Green	10%
Yellow	11%
Brown	10%
Gray	2%

Q8 - Reducing size of lawn

Category	Value
Bright Green	12%
Light Green	38%
Yellow	3%
Brown	46%
Gray	1%

Q9A-D Proper fertilizing of lawn

Category	Value
Bright Green	11%
Light Green	7%
Yellow	22%
Brown	49%
Gray	11%

Q9E-F Proper treatment of trees and shrubs for insects/diseases

Category	Value
Bright Green	66%
Light Green	19%
Yellow	1%
Brown	7%
Gray	6%

Q10 Use of compost on lawn or gardens

Category	Value
Bright Green	32%
Light Green	18%
Yellow	8%
Brown	41%
Gray	2%

Q12 Removal of invasive plants and weeds

Category	Value
Bright Green	68%
Light Green	21%
Yellow	2%
Brown	8%
Gray	1%

Q13 Avoidance of purchase of invasive plants

Category	Value
Bright Green	77%
Light Green	10%
Yellow	2%
Brown	10%
Gray	1%

Q14 Restoring or planting native vegetation on property

Category	Value
Bright Green	6%
Light Green	17%
Yellow	16%
Brown	59%
Gray	3%

Q15 Disposal of yard waste other than grass clippings

Category	Value
Bright Green	75%
Light Green	4%
Yellow	11%
Brown	9%
Gray	2%
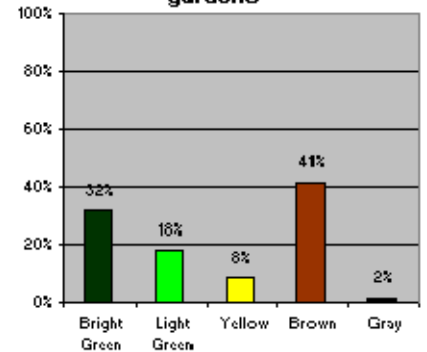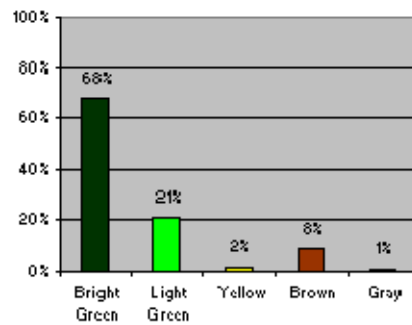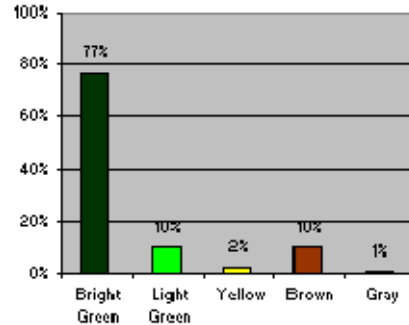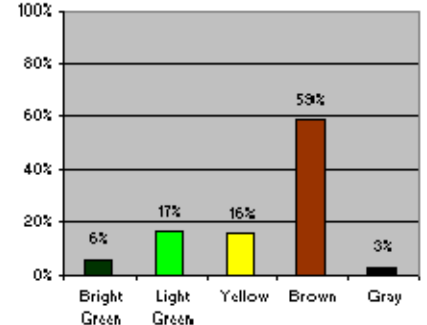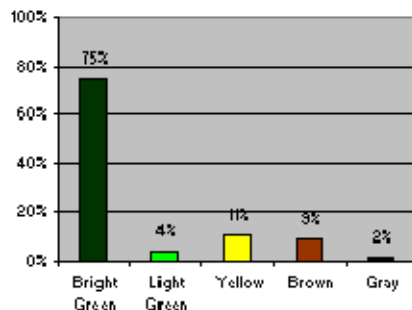
3.3 Rankings for Recycling and Disposal

On the following page, bar charts show levels of "greenness" for each of the 11 Recycling & Disposal behaviors measured.

As indicated below, households are "greenest" in *using their recycling container(s) at home, properly disposing of feminine hygiene products* and *properly disposing of latex or water based paints, stains and sealers*. A majority say they are also *properly disposing of oil based paints or stains, kitchen grease, unwanted electronics and leftover/unused hazardous products* and *condoms.* What they don't appear to be doing as regularly is *properly disposing of CFL & tubes, prescription drugs/medications* or *food waste.*

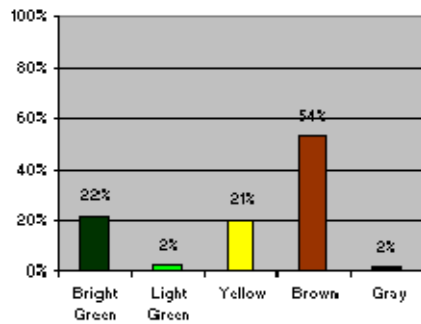| RECYCLING/DISPOSAL: RANKING BY BRIGHT GREEN	Bright Green
Use of recycle container at home	81%
Proper disposal of feminine hygiene products	78%
Proper disposal of latex or water based paints, stains, sealers	70%
Proper disposal of oil based paints or stains	68%
Proper disposal of kitchen grease	66%
Proper disposal of unwanted electronics	63%
Proper disposal of leftover/unused hazardous products	63%
Proper disposal of condoms	59%
Proper disposal of food waste	48%
Proper disposal of prescription drugs/medications	43%
Proper disposal of CFL & tubes	22%

Again, considering a market size of about one out of five households as large enough to represent an opportunity, as shown in the table below there appears to be the most opportunity to persuade people to properly *dispose of unwanted electronics, CFL & tubes* and *food waste.*

RECYCLING/DISPOSAL: RANKING BY LIGHT GREEN OR YELLOW	Light Green Or Yellow
Proper disposal of unwanted electronics	26%
Proper disposal of CFL & Tubes	23%
Proper disposal of food waste	22%
Proper disposal of latex or water based paints, stains, sealers	19%
Proper disposal of oil based paints or stains	18%
Proper disposal of leftover/unused hazardous products	17%
Proper disposal of kitchen grease	17%
Proper disposal of prescription drugs/medications	15%
Use of recycle container at home	15%
Disposal of feminine hygiene products	12%
Disposal of condoms	12%

3.3 Recycling and Disposal

Q2 Disposal of CFL & Tubes
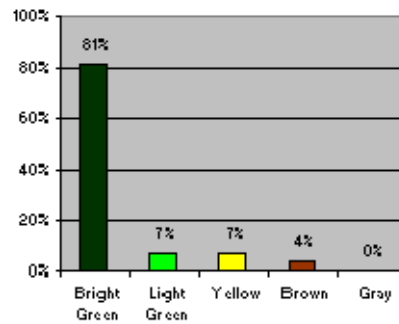
	Bright Green	Light Green	Yellow	Brown	Gray
	22%	2%	21%	54%	2%

Q3 Use of recycle container at home

	Bright Green	Light Green	Yellow	Brown	Gray
	81%	7%	7%	4%	0%

Q4 Disposal of prescription drugs/medications

	Bright Green	Light Green	Yellow	Brown	Gray
	43%	3%	6%	41%	1%

Q5 Disposal of unwanted electronics

	Bright Green	Light Green	Yellow	Brown	Gray
	63%	15%	11%	11%	0%

Q16 Disposal of foodwaste

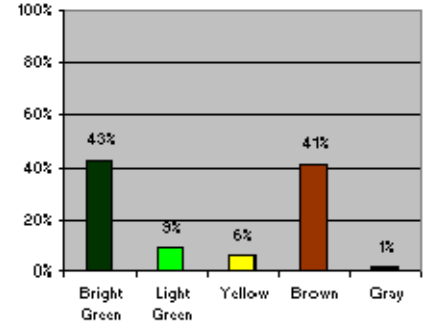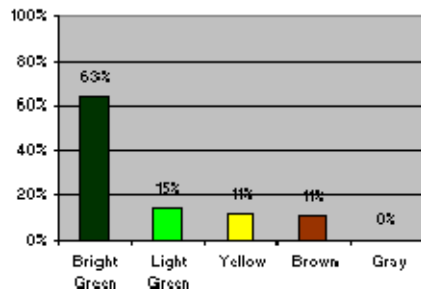|	Bright Green	Light Green	Yellow	Brown	Gray
	48%	6%	16%	27%	3%

Q17 Disposal of kitchen grease

	Bright Green	Light Green	Yellow	Brown	Gray
	66%	6%	11%	15%	2%

Q18 Disposal of leftover/unused hazardous products

	Bright Green	Light Green	Yellow	Brown	Gray
	63%	4%	13%	19%	1%

Q20D-F Disposal of latex or water based paints, stains, sealers

	Bright Green	Light Green	Yellow	Brown	Gray
	70%	5%	14%	11%	1%

Q20G-I Disposal of oil based paints or stains

	Bright Green	Light Green	Yellow	Brown	Gray
	68%	4%	14%	13%	2%

Q22A-C Disposal of feminine hygiene products

	Bright Green	Light Green	Yellow	Brown	Gray
	78%	2%	10%	9%	1%

Q22D-F Disposal of condoms

	Bright Green	Light Green	Yellow	Brown	Gray
	59%	2%	10%	15%	14%
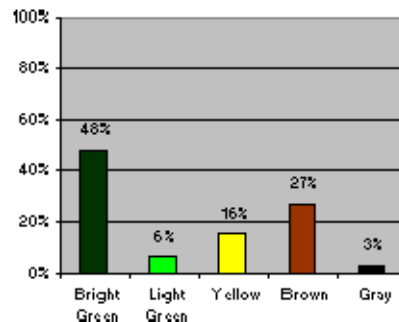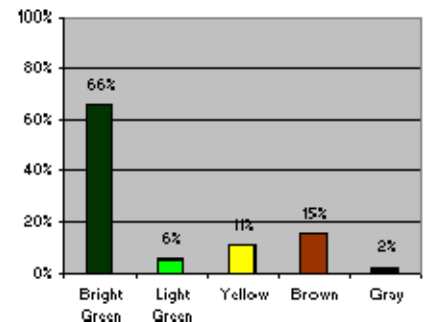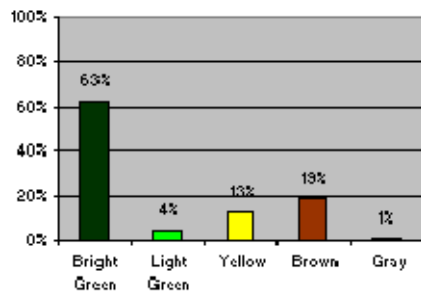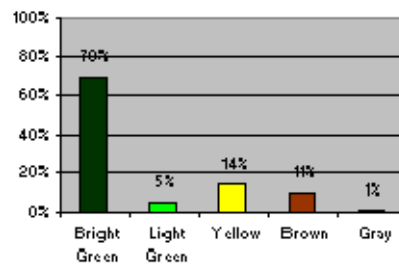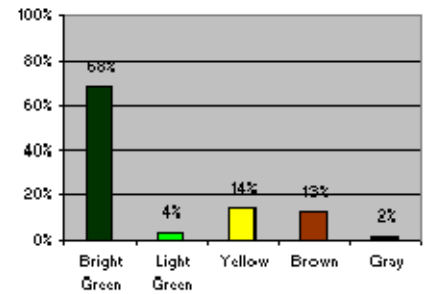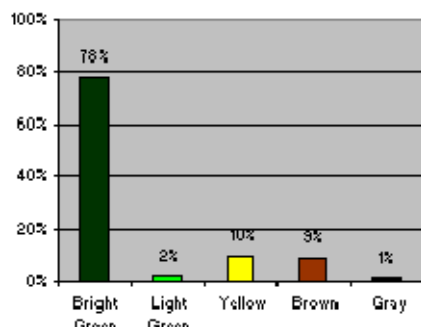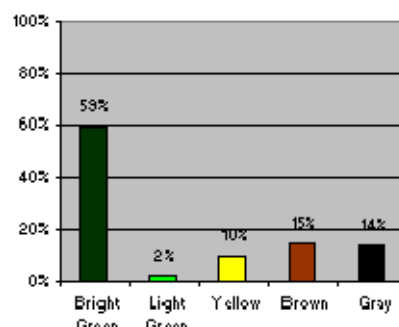
On the following page, bar charts are presented to show levels of "greenness" for each of the eight Purchasing behaviors measured.

As indicated below, households are "greenest" relative to *choosing latex or water based paints, stains, and sealers.* A majority are also *choosing less toxic household cleaning products* and *properly washing their car.* What they don't appear to be doing as regularly is *giving "experience" gifts to reduce waste*, *patronizing EnviroStars* and *using energy saving light bulbs.*

PURCHASING: RANKING BY BRIGHT GREEN	Bright Green
Choosing latex or water based paints, stains, sealers	74%
Choosing less toxic household cleaning products	58%
Proper washing of car	54%
Presence of low-flow toilet in home	47%
Consideration of environmental impact on purchases	41%
Use of energy saving light bulbs	26%
Patronizing EnviroStars	6%
Giving 'experience' gift to reduce waste	4%

Considering a market size of about one out of five households as large enough to represent a significant opportunity for growth, as shown in the table below, there appears to be several: *use of energy saving light bulbs, consideration of environmental impact on purchases, proper washing of car, giving 'experience' gift to reduce waste* and *more low-more flow toilets.*

PURCHASING: RANKING BY LIGHT GREEN OR YELLOW	Light Green Or Yellow
Use of energy saving light bulbs	56%
Consideration of environmental impact on purchases	42%
Proper washing of car	33%
Giving 'experience' gift to reduce waste	23%
Presence of low-flow toilet in home	23%
Choosing less toxic Household cleaning products	19%
Choosing latex or water-based paints, stains, sealers	15%
Patronizing EnviroStars	10%

3.4 Purchasing

Q1 Use of energy saving lightbulbs

Bright Green	Light Green	Yellow	Brown	Grey
26%	46%	8%	18%	0%

Q19 Choosing less toxic household cleaning products

Bright Green	Light Green	Yellow	Brown	Grey
58%	12%	7%	22%	1%

Q20 A-C Choosing latex or water based paints, stains, sealers

Bright Green	Light Green	Yellow	Brown	Grey
74%	12%	3%	9%	3%

Q23 Proper washing of car

Bright Green	Light Green	Yellow	Brown	Grey
54%	8%	25%	14%	0%

Q24 Consideration of environmental impact on purchase

Bright Green	Light Green	Yellow	Brown	Grey
41%	42%	0%	17%	1%

Q25 Patronizing EnviroStars

Bright Green	Light Green	Yellow	Brown	Grey
6%	7%	3%	17%	67%

Q26 Giving 'experience' gift to reduce waste

Bright Green	Light Green	Yellow	Brown	Grey
4%	11%	12%	71%	2%

Q27 Presence of low-flow toilet in home

Bright Green	Light Green	Yellow	Brown	Grey
47%	14%	9%	28%	3%

14

3.5   Demographic, Geographic & Attitudinal Differences by Level of Greenness

On the following table, a profile by level of "Greenness" is presented. The entire sample of 1001 was divided into three relatively equal-sized groups.

- *High Greenness*: The top tier (roughly a third) of the sample doing the most "bright green" behaviors

- *Moderate Greenness*: The second tier, in "bright green" behaviors

- *Low Greenness*: The lowest tier in number of "bright green" behaviors

As indicated, in demographics, the brightest green households are more likely to be:

- Between the ages of 35 and 54
- College graduates and beyond
- Higher income
- Married
- Living in a single family dwelling
- Working outside the home

Differences in involvement and environmental orientation are even more dramatic, however. As might be expected, the "greenest" households are ones that have read printed materials on local county or city programs, visited environmental web sites and called environmental hotlines. They are also more likely to report that they try to do all or most of the things they know to do to protect the environment.

Households that are the least green are more likely than the greenest households to be:

- Younger (18-34) or older (65+)
- Less educated
- Lower income
- Renting their home
- Living in an apartment
- Not working outside of the home
- Living in a city outside Seattle

In terms of transportation mode, respondents were asked if they worked outside the home and if "yes" they were asked how they usually get to and from work or school. If they mentioned more than one option, they were asked which they did most often. Roughly 65% of the respondents indicated they commuted to work or school. Among those, 75% said they commuted in a car by themselves most often. Interestingly, this did not vary significantly by level of "Greenness", with 73% in the Highest Greenness score indicating they commuted in a car by themselves versus 72% of those in the Lowest Greenness score.

PROFILE BY LEVEL OF GREENNESS	TOTAL SAMPLE	HIGH GREENNESS (w) [2]	MODERATE GREENNESS (x)	LOW GREENNESS (y)
# of Households	N=1001	N=334	N=332	N=336
%of Households	100%	100%	100%	100%
Age	%	%	%	%
18-34	19	12	16w	30 wx
35-44	20	23 y	23 y	14
45-54	27	32 y	28 y	21
55-64	17	19 y	18 y	13
65+	16	13	14	21 wx
Education	%	%	%	%
HS Grad/GED or Less	26	15	25 w	39 wx
Some College, AA Degree	32	32	33	30
College Grad	28	34 y	30 y	20
Beyond College	14	19 xy	13	10
Income	%	%	%	%
Under $50,000	35	28	33	44 wx
$50,000 to $74,999	17	17	21 y	15
$75,000 +	31	42 xy	32 y	19
Home Ownership: Includes Condo/Duplex	%	%	%	%
Own Home/Condo/Duplex	70	81 y	77 y	50
Rent Home /Condo/Duplex	11	9	9	14 wx
Marital Status	%	%	%	%
Married	58	66 y	65 y	43
Not Married	34	28	29	44 wx
Presence of Children	%	%	%	%
Adults w/ children 6 & under	17	16	20	18
Adults w/children under 18	38	38	44	36 x
No Children	61	62	56	64 x
Gender	%	%	%	%
Male	49	44	52 wx	48
Female	51	57 x	45	52 x
Household Type	%	%	%	%
Single Family Dwelling	70	82 xy	76 y	50
Duplex or triplex	2	2	1	3
Condo	7	5	7	8
Apartment	18	8	12	33 wx
Out of Home Work/Student	%	%	%	%
Work Out of Home/Student	65	69 y	69 y	58
Don't Work Out of Home	34	30	31	41 wx
Geography	%	%	%	%
Seattle	29	35 xy	24	27
Other City in King Co.	51	43	54 w	55 w
Unincorporated King Co.	21	22	22	18
King County, Not Seattle	71	65	76 w	73 w

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[2] NOTE A: Letters (i.e. x, y, and/or w) indicate statistically significant difference from those in columns identified. To avoid "clutter" letters are not repeated in all columns NOTE B: Percents may not add to 100% due to refusals (e.g. income) or rounding or if question was not asked of all respondents.

Civic Engagement	%	%	%	%
Called Environmental Hotline	9	16 xy	7	4
Visited Gov. Enviro Web	24	37 xy	20 y	14
Attended Public Meetings	16	27 xy	11	10
Read Printed Materials	68	87 xy	67 y	51
Tried to Influence Government	59	57	39 w	29 wx
Environmental Orientation	%	%	%	%
Try to do all things	12	19 xy	9	7
Try to do most things	42	52 xy	44 y	30
Do Only Some Things	32	22	35 w	38 w
Only Do a Few Things	10	4	9 w	16 wx
Don't Go Out of My Way	4	2	2	7 wx
Transportation Mode (Among Commuters)	%	%	%	%
Car by Myself	75	73	80	72
Carpool or Vanpool	7	8	7	7
Use Public Transportation	12	11	11	16

4.0   SUMMARY IMPLICATIONS

4.1   Greatest Opportunities for Increased Focus

The greatest opportunities for increased adoption of desired behaviors are with households that are now engaged to some extent in the behavior, but not at the desired level (Light Greens), and households that have been talking about or considering this behavior (Yellows).

Fifteen behaviors stand out as having the most opportunity for this growth. They are listed below. As noted earlier, behaviors where there are at least one out of five households that are "Light Green" or "Yellow" are considered those with the greatest opportunity for growth. It should also be pointed out that this only represents behaviors with market opportunity and does not reflect other criteria for prioritizing areas of focus such as environmental impact and feasibility of increased efforts.

As a next step, DNRP is encouraged to identify barriers that could be addressed and perceived benefits (motivators) that could be highlighted in communications. The findings about involvement with government information should be considered seriously in developing communication strategies and tactics. Gilmore research has the names and phone numbers of most respondents (83% of the completed sample) who said they would be willing to take part in follow-up research, such as focus groups. These respondents would be able to be identified by their level of greenness for each of the specific behaviors.

RANKING BY LIGHT GREEN OR YELLOW	Light Green Or Yellow
Use of energy saving light bulbs	56%
Reducing size of lawn	42%
Consideration of environmental impact on purchases	42%
Restoring or planting of native vegetation on property	33%
Proper washing of car	33%

Proper fertilizing of lawn	29%
Use of compost on lawn or gardens	26%
Proper disposal of unwanted electronics	26%
Removal of invasive plants and weeds	23%
Proper disposal of CFL & Tubes	23%
Presence of low-flow toilet in home	23%
Giving 'experience' gift to reduce waste	23%
Proper disposal of food waste	22%
Proper watering of lawn	21%
Proper treatment of trees and shrubs for insects/diseases	20%

4.2   Greatest Challenges

Only one behavior among the 29 stands out as having both low levels of adoption and low levels of consideration for adoption, that of patronizing EnviroStars. The problem appears to be that two thirds (67%) of households said they were unaware of the program. The good news is that given the high levels of "greenness" we appear to have in the county, if people were more aware, they might be more likely to support these companies.

5.0   Detailed Findings

5.1   Tables Ranking 29 Behaviors by Levels of "Greenness"

In the following section, behaviors have been ranked within each of the three categories (Yard Care, Recycling/Disposal, Purchasing) by level of "greenness":

1. By % of Bright Greens
2. By % of Light Greens
3. By % of Yellows
4. By % of Browns
5. By % of Grays
6. By % of Bright and Light Greens Combined
7. By % of Light Greens and Yellow Combined

These tables were used in Section 3 of this report and can be used going forward to identify behaviors representing the greatest market opportunities, those with 20% or more households that are Light Green or Yellow.